

REP HEADLINE# 6154277
*** ORIGINAL REV#0 ***

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703 528 7880
HARRIS REPORT FROM REP

MAY22/12 08.5
*** WDCW-TV ***

ADV # _____ ADV. NAME POLI/T KAINE/D/SEN/VA
AGY # _____ AGY. NAME MEDIA STRATEGIES & RESEARCH
318 MASSACHUSETTS AVE, NE
WASHINGTON, DC 20002

REP.# _____ OFF.# _____ SALESMAN # _____
BUYER NAME RACHAEL BEALE
SALES PRSN WA- DAVE CLARK

ORDER # _____ CONTRACT # 6154277
PRDCT TIM KAINE FOR SENATE EST#**** COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT8/12 OCT14/12 WK-1

CLASS: NATL. 7111 LOCAL REGIONAL

CITY TAX _____ STATE TAX _____

CO-OP BILLING NEEDED _____

DATE MAY22/12 08.55

REP: TO: NSA WDCW
FROM: GREG FOR DAVE
NEW ORDER
TTL..\$1400...2X
THX PLS CFM, 5/22/12

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START	:END	:SPTS	:WEEK	:DAYS	:TOTL
:	:LINE#	:	:	:	:	:	:DATE	:DATE	: /WK	: INVT	:	:SPTS

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =

AGENCY EST# = 11123

1	730P-800P	30	\$700.00	10/8	10/12	2	M,F	2
PROGRAM : 2.5 MEN								

OCT/12 \$1,400.00

CONTRACT TOTAL \$1,400.00
TOTAL SPOTS 2

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:	LINE#:	:	:	:	:	:	DATE	DATE	/WK:	INVT :	:	:SPTS:

MARKET TOTALS \$140,000 WDCW 1% WJLA 20% WUSA 22% WRC 34% WTTG 22% WPXW 0% WDCA 1%
CABL 0%

SVC- NSI
DEMOS- RA35+*



Station Order
Kaine for Senate 2012

Estimate ID
11123

Market: Washington, DC

Flight Dates: Monday, October 08, 2012 to Sunday, October 14, 2012

Contact: Grant Nairn

Email: gnairn@tribune.com

Phone: 202-965-5050

Fax: 202-965-1841

Direct:

WDCW-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
Two & Half Men	PA	M-F	\$700.00	1				1			2
7:30 PM 8:00 PM		30	\$1,400.00								2
Station Gross Totals			\$1,400.00	1				1			

Rachael Beale

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Page 1 of 1